

U.S. Army 2005 MWR Leisure Needs Survey Results

Dugway Proving Ground Utah

BRIEFING OUTLINE

Dugway Proving Ground

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

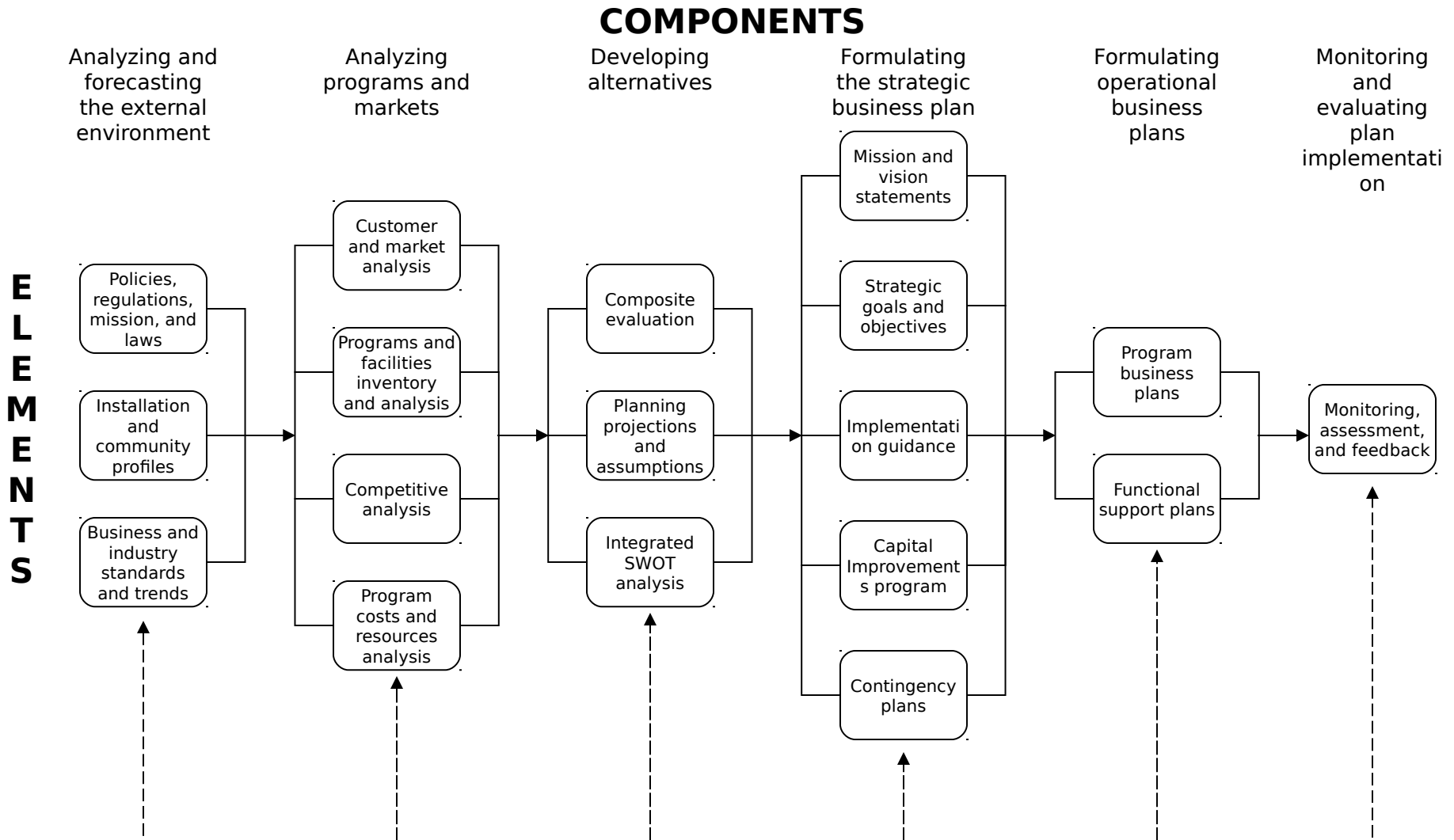
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,206 surveys were distributed at Dugway Proving Ground



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Dugway Proving Ground:					
Active Duty	267	1,265	17	1.34%	±23.00%
Spouses of Active Duty	24	28	1	3.57%	±95.94%
Civilian Employees	1,315	879	22	2.50%	±20.72%
Retirees	35	34	7	20.59%	±33.13%
Total	1,641	2,206	47	2.13%	±14.09%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

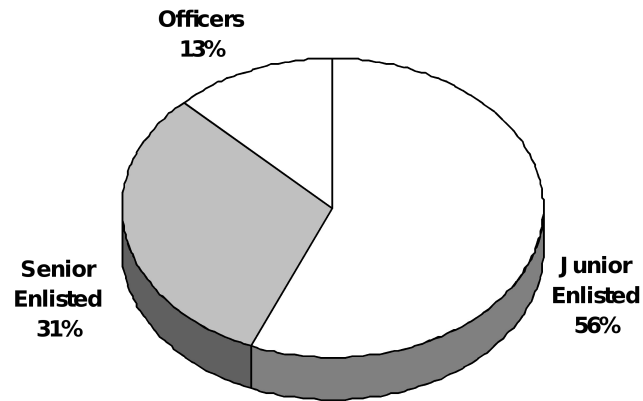
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

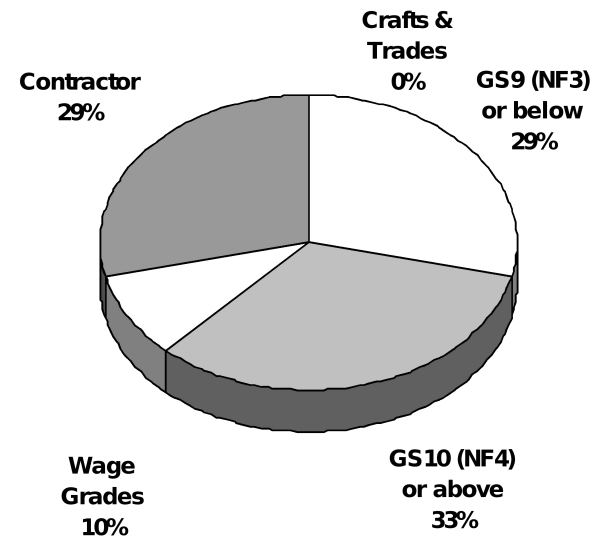
ACTIVE DUTY

(n = 16)



CIVILIANS

(n = 21)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT DUGWAY PROVING GROUND

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	68%
Library	66%
Swimming Pool	66%
Car Wash	54%
Automotive Skills	54%

LEAST FREQUENTLY USED FACILITIES

Army Lodging	12%
Child Development Center	16%
ITR - Commercial Travel Agency	17%
Multipurpose Sports/Tennis Courts	19%
Golf Course Pro Shop	19%

MWR PROGRAMS & FACILITIES: SATISFACTION AT DUGWAY PROVING GROUND*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.58
Army Lodging	4.53
Automotive Skills	4.37
Outdoor Recreation Center	4.27
School Age Services	4.13

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Golf Course Pro Shop	2.07
Golf Course	2.74
Golf Course Food & Beverage	3.11
Car Wash	3.14
Child Development Center	3.34

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT DUGWAY PROVING GROUND*

Dugway Proving Ground

FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.35
Automotive Skills	4.15
Outdoor Recreation Center	4.10
School Age Services	4.08
Library	4.08

FACILITIES WITH LOWEST QUALITY RATINGS*

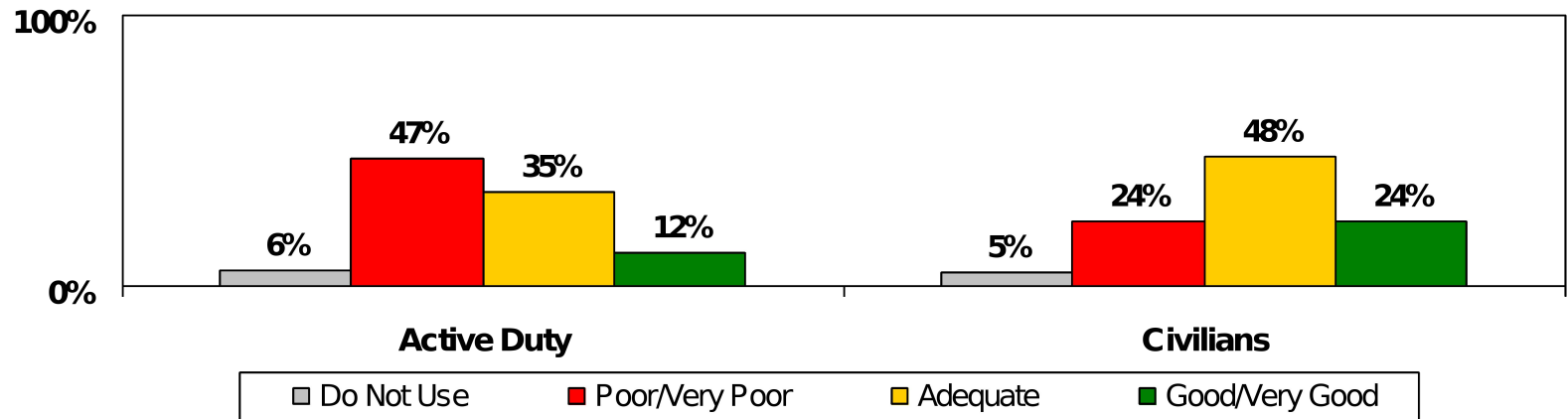
Golf Course Pro Shop	2.70
Golf Course Food & Beverage	2.83
Golf Course	3.00
Arts & Crafts Center	3.04
Car Wash	3.04

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

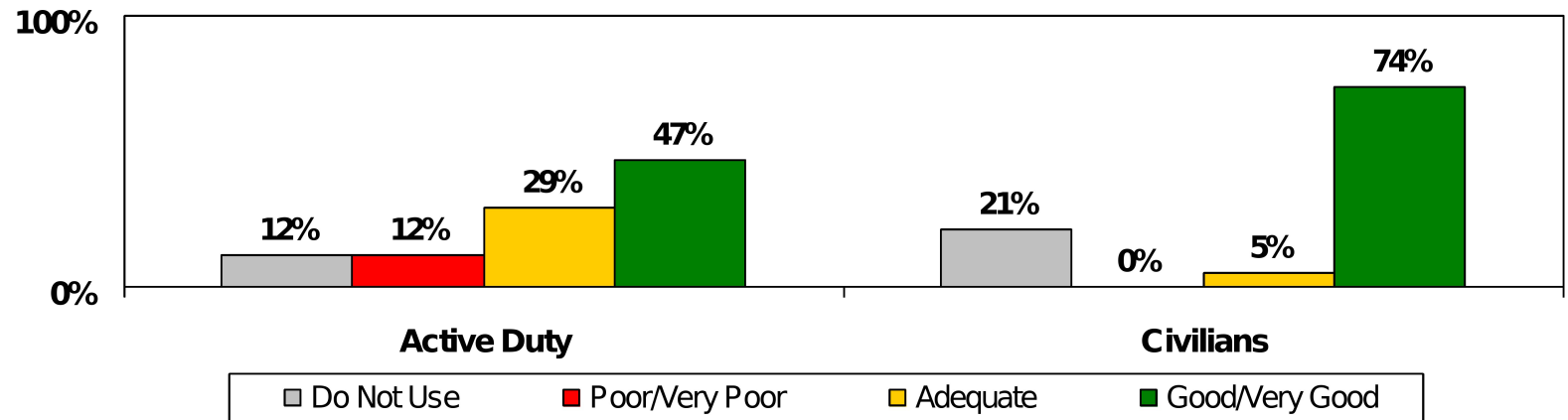
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



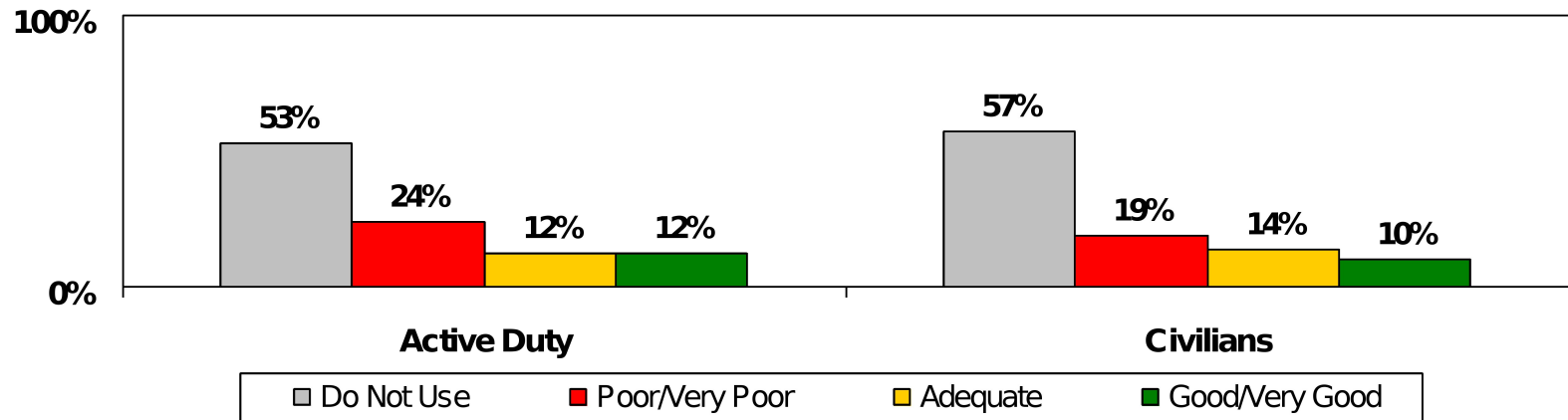
Quality of Off-Post Services



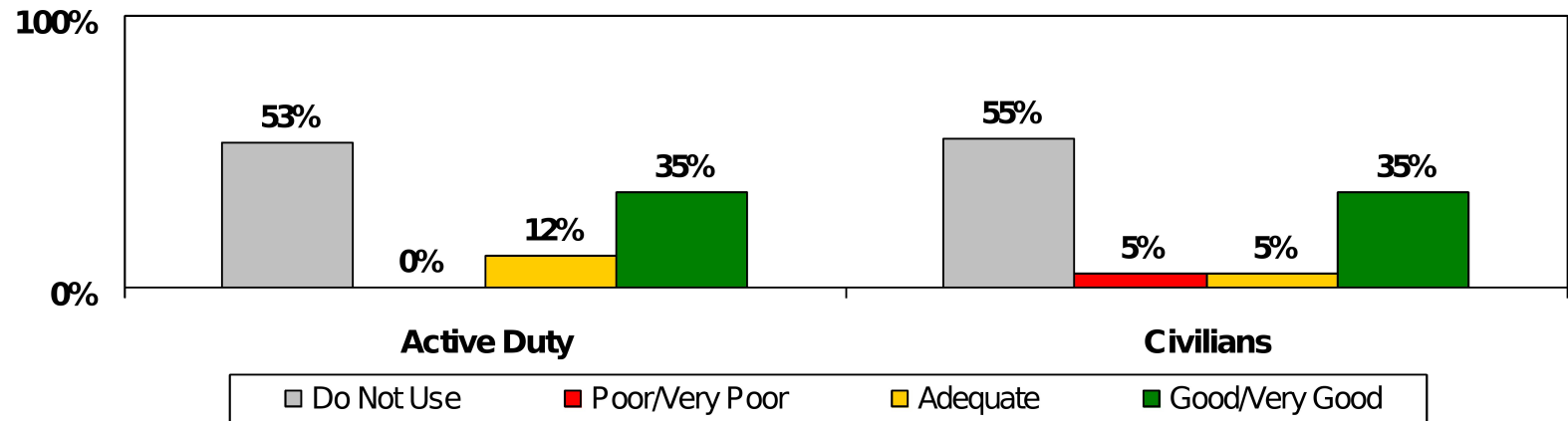
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



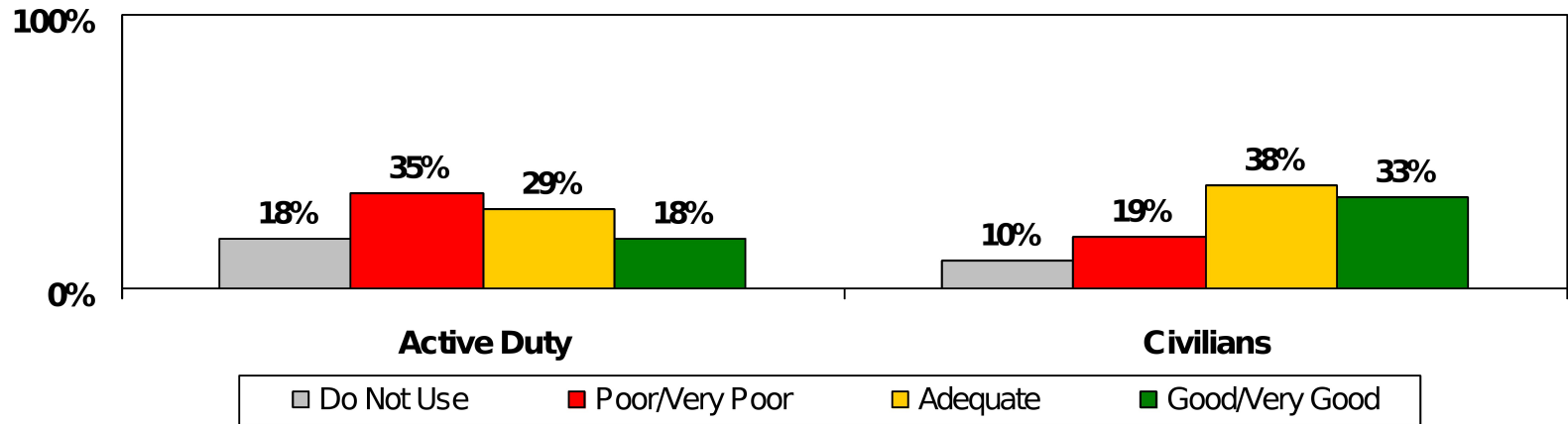
Quality of Off-Post Services



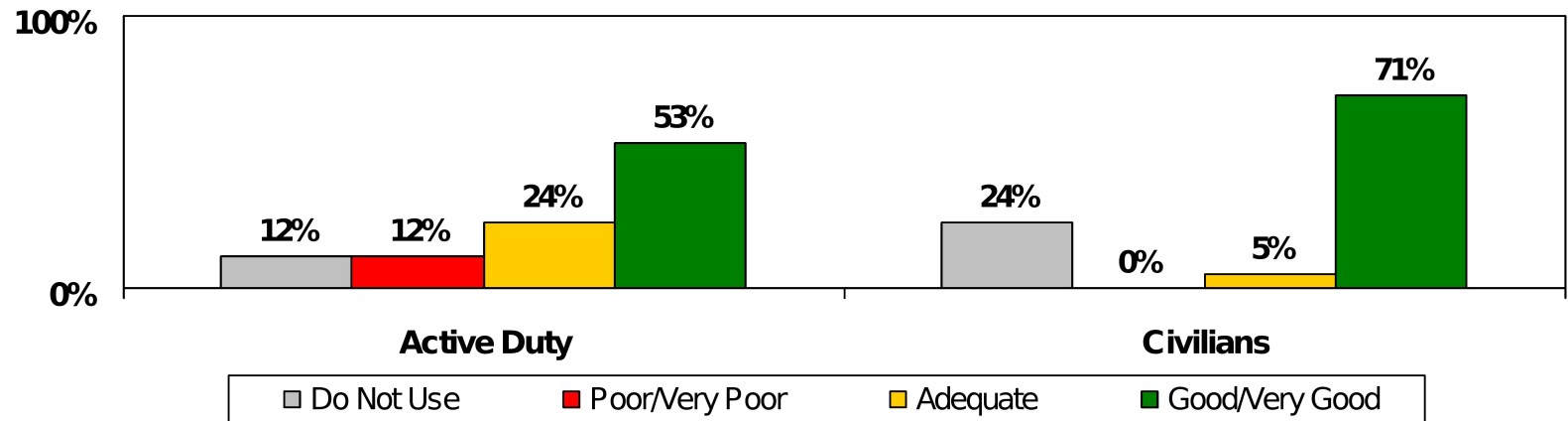
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

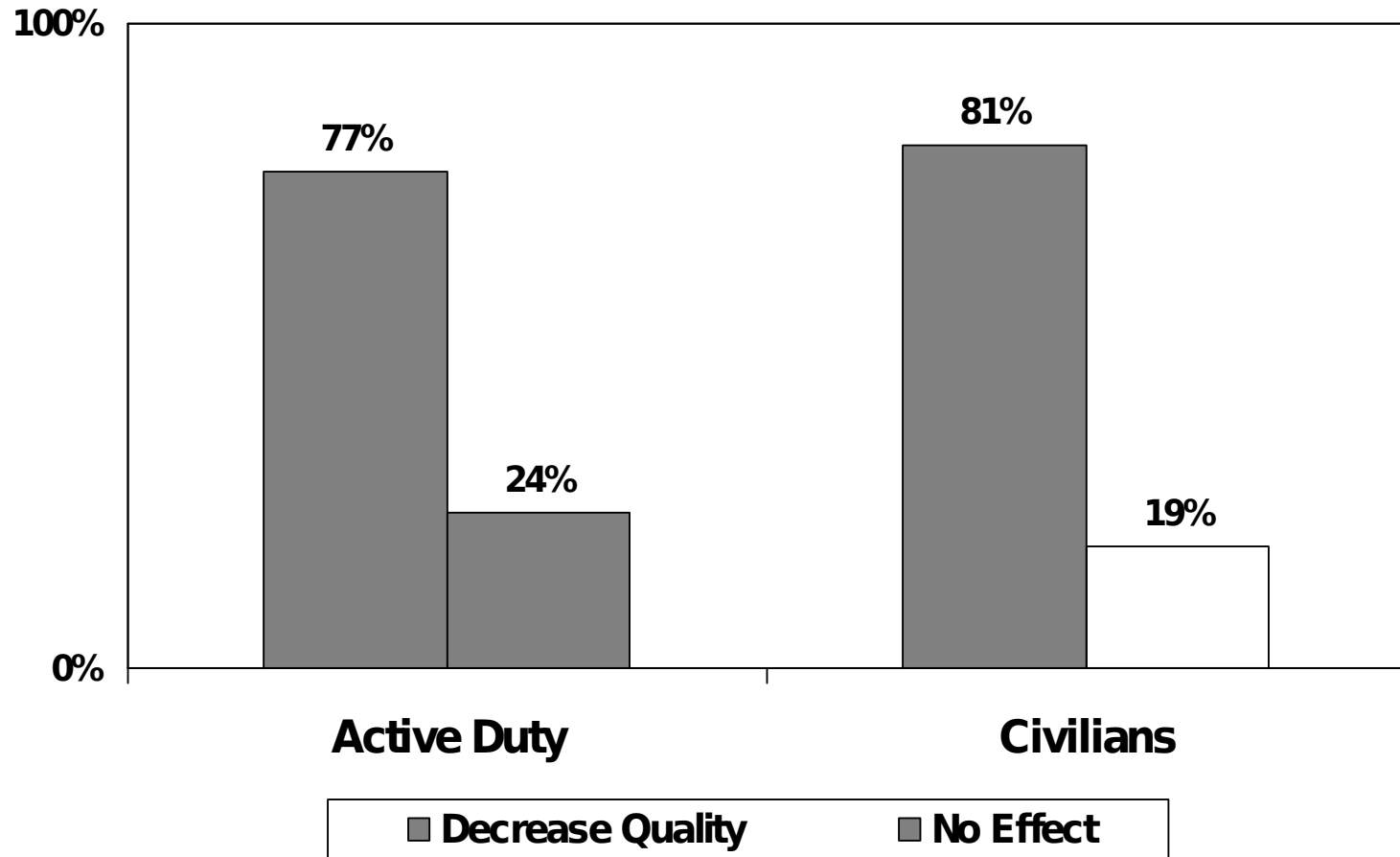


Quality of Off-Post Services



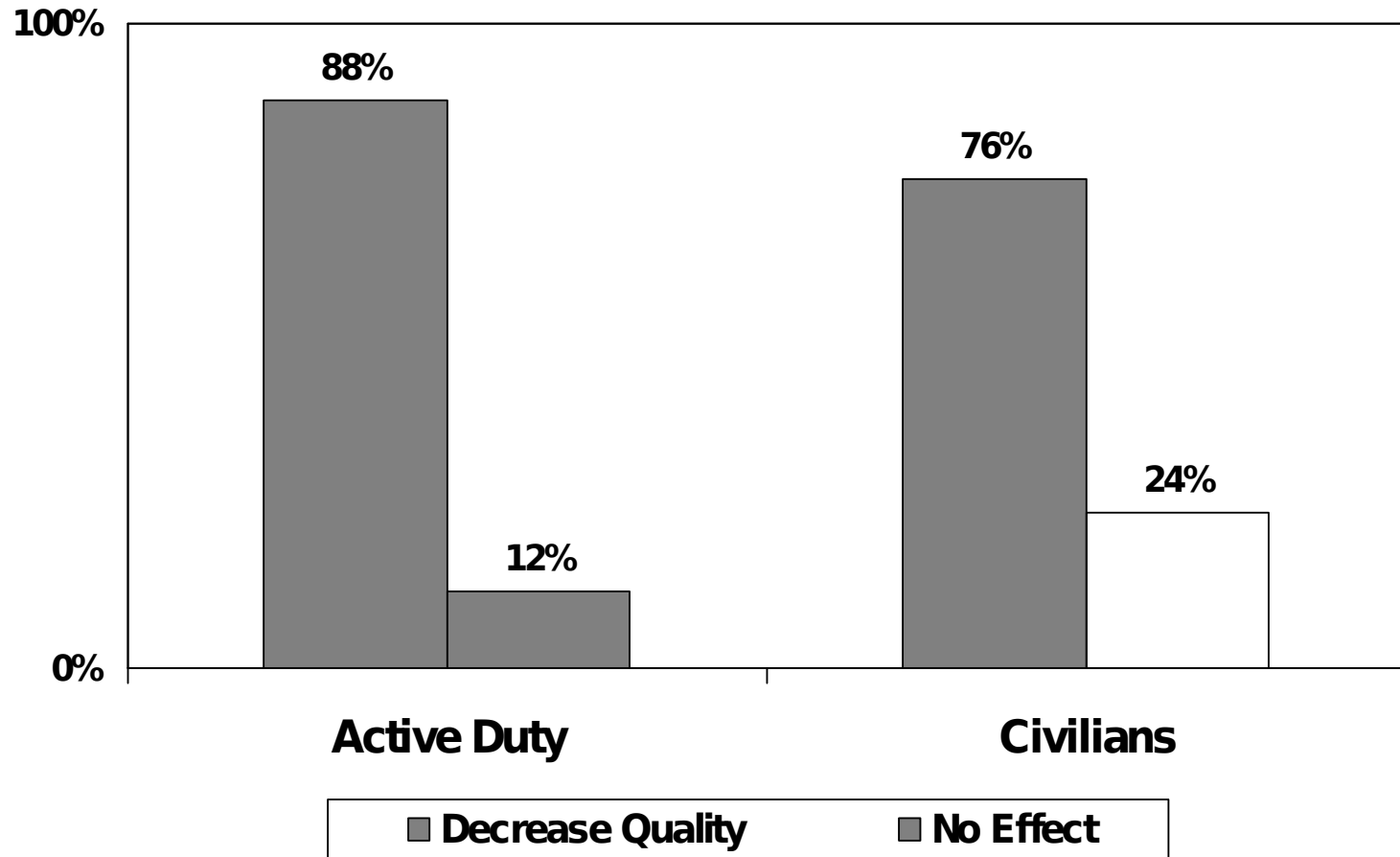
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	80%
Library	64%
Swimming Pool	62%
Youth Center	59%
Child Development Center	51%
Army Lodging	46%
Automotive Skills	44%

Cabins & Campgrounds	81%
RV Park	70%
Tennis Courts/Multi-Purpose Sports Cts.	65%
Golf Course Pro Shop	58%
Bowling Pro Shop	52%
ITR Office	44%
Car Wash	35%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	25%	14%	15%
E-mail	69%	86%	82%
Friends and neighbors	50%	59%	56%
Family Readiness Groups (FRGs)	6%	0%	1%
Bulletin boards on post	19%	41%	37%
Post newspaper	38%	50%	47%
MWR publications	25%	41%	38%
Radio	0%	5%	4%
Television	19%	32%	29%
My child(ren) let(s) me know	0%	27%	22%
Other unit members or co-workers	38%	27%	28%
Unit or post commander or supervisor	13%	0%	2%
Marquees/billboards	13%	9%	9%
Flyers	38%	55%	51%
Other	6%	0%	1%
I never hear anything	6%	0%	3%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	75%
Better Opportunities for Single Soldiers	20%
Army Community Service	33%
MWR Programs and Services	58%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	47%	60%	40%
Outreach programs	41%	50%	50%
Family Readiness Groups	53%	50%	50%
Relocation Readiness Program	65%	71%	29%
Family Advocacy Program	47%	33%	67%
Crisis intervention	47%	40%	60%
Money management classes, budgeting assistance	59%	57%	43%
Financial counseling, including tax assistance	59%	50%	50%
Consumer information	35%	25%	75%
Employment Readiness Program	47%	50%	50%
Foster child care	35%	33%	67%
Exceptional Family Member Program	47%	25%	75%
Army Family Team Building	53%	40%	60%
Army Family Action Plan	53%	25%	75%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	33%
Unit cohesion and teamwork	22%
Unit readiness	33%
Relationship with my spouse	50%
Relationship with my children	43%
My family's adjustment to Army life	50%
Family preparedness for deployments	20%
Ability to manage my finances	33%
Feeling that I am part of the military community	33%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%
Helps minimize lost duty/work time due to lack of child care/youth services	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%
Allows me to work outside my home	100%
Allows me to work at home	100%
Offers me an employment opportunity within the CYS program	0%
Allows me/my spouse to better concentrate on my/our job(s)	100%
Provides positive growth and development opportunities for my children	50%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	40%
Unit cohesion and teamwork	33%
Unit readiness	40%
Ability to manage my finances	40%
Feeling that I am part of the military community	40%
Relationship with my children (single parents)	40%
My family's adjustment to Army life (single parents)	40%
Family preparedness for deployments (single parents)	40%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	76%
Entertaining guests at home	66%
Going to movie theaters	55%
Reading	53%
Multimedia (videos, DVDs, CDs)	49%
Camping/hiking/backpacking	49%
Gardening	45%
Automotive maintenance & repair	45%
Special family events	42%
Special entertainment activity events	40%

Top 5 for Active Duty

Running/jogging	70%
Weight/strength training	64%
Internet access/applications (home)	64%
Going to movie theaters	56%
Cardiovascular equipment	55%

Top 5 for Civilians

Internet access/applications (home)	78%
Entertaining guests at home	72%
Card/table games	67%
Special entertainment activity events	67%
Going to movie theaters	60%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	25%
Volleyball	22%
Touch/flag football	11%
Basketball	9%
Self-directed sports tournaments	8%

Outdoor Recreation

Camping/hiking/backpacking	49%
Picnicking	30%
Snow skiing/snowboarding	25%
Bicycle riding/mountain biking	25%
Fishing	23%

Social

Entertaining guests at home	66%
Special family events	42%
Dancing	38%
Happy hour/social hour	29%
Night clubs/lounges	25%

Sports and Fitness

Running/jogging	32%
Cardiovascular exercise	25%
Weight/strength training	25%
Walking	25%
Group exercise classes	22%

Entertainment

Going to movie theaters	55%
Special entertainment activity events	40%
Festivals/events	37%
Card/table games	35%
Plays/shows/concerts	31%

Special Interests

Internet access/applications (home)	76%
Gardening	45%
Automotive maintenance & repair	45%
Computer games	39%
Digital photography	38%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Entertaining guests at home	54%	12%	66%
Reading	53%	N/A	53%
Multimedia (videos, DVDs, CDs)	49%	N/A	49%
Going to movie theaters	33%	22%	55%
Children's activities (library)	32%	N/A	32%
Reference/research services	32%	N/A	32%
Special entertainment activity events	32%	8%	40%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

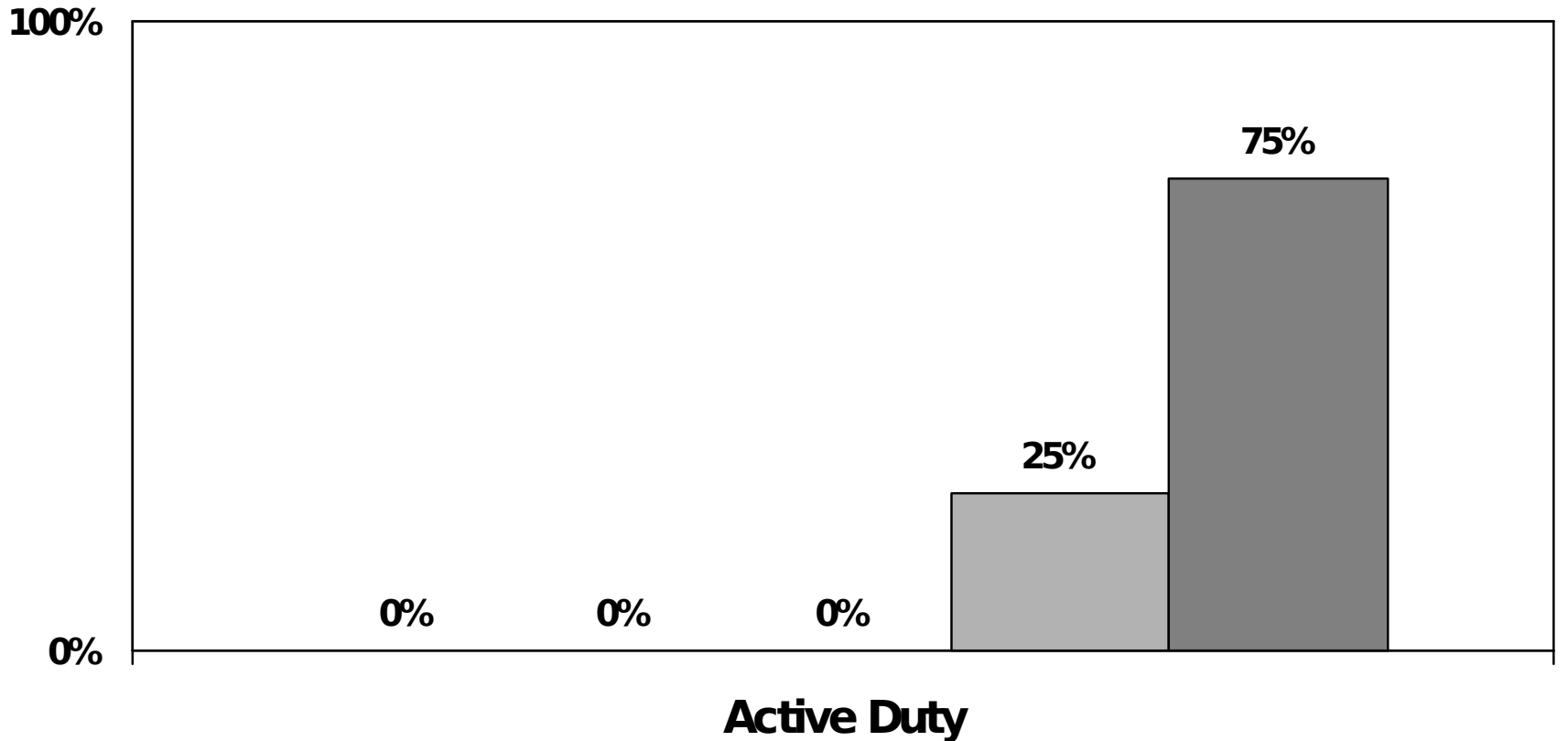
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	2%	69%	76%
Gardening	0%	4%	41%	45%
Automotive maintenance & repair	26%	8%	11%	45%
Computer games	0%	0%	39%	39%
Digital photography	6%	10%	23%	38%
Automotive detailing/washing	12%	8%	15%	35%
Participating in music/theater	9%	13%	0%	22%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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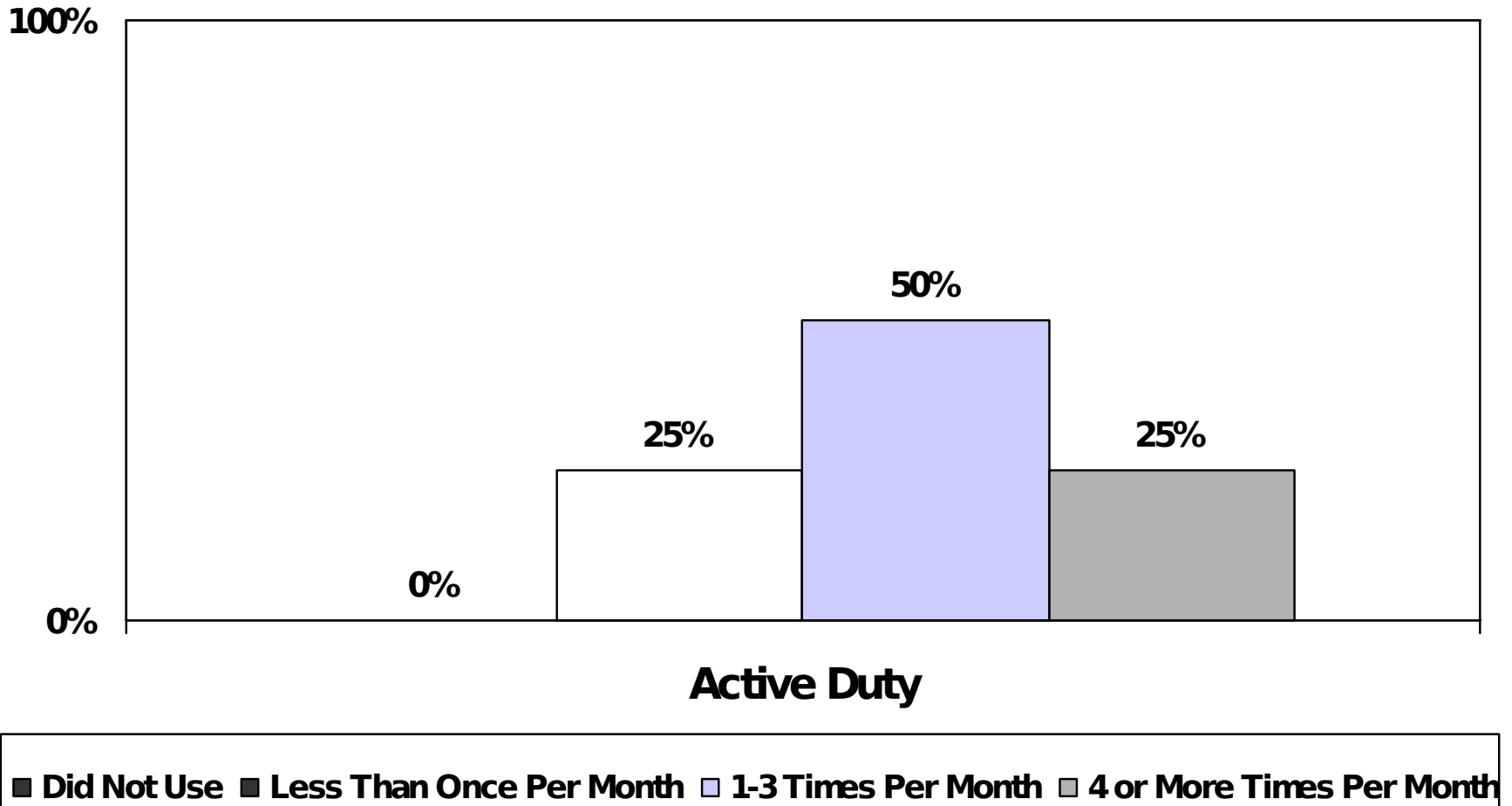


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

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INSTALLATION



CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	41%
Probably will not make military a career	12%
Undecided	6%
Probably will make military a career	6%
Definitely will make military a career	35%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)